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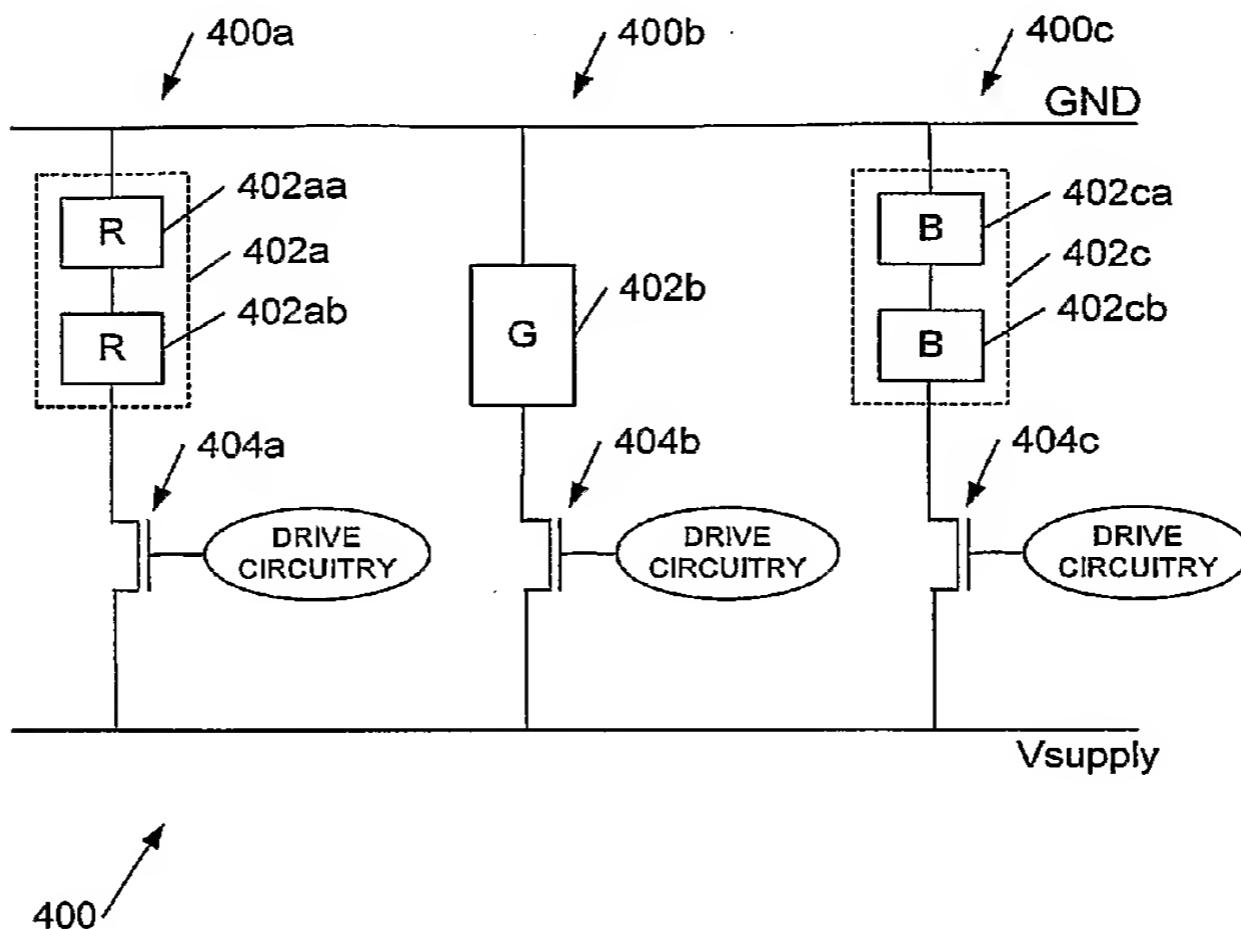
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(54) Title: DISPLAY DEVICE



(57) **Abstract:** This invention relates to improved organic light emitting diode (OLED) display devices, and in particular to increased efficiency colour display devices. An organic light emitting diode (OLED) display device is described, the display device having a plurality of pixels each comprising at least two sub-pixels of different types, a first sub-pixel type comprising an OLED device including a first type of OLED material and a second sub-pixel type comprising an OLED device including a second type of OLED material, and wherein at least one of said first and second types of sub-pixel comprises a plurality of series-connected OLED devices. Employing series-connected sub-pixels where different types of OLED material are used for a display such as a colour, active matrix OLED display facilitates balancing sub-pixel drive voltages and hence enables the production of display devices with improved efficiency.

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